

ABSTRACT

The most common product category sold by MSMEs in Indonesia is archipelago food. This reflects the high interest and demand for diverse and flavorful local culinary products, which are the main attraction for consumers. Soto Betawi Djimat is a culinary MSME that offers soto Betawi, a specialty of DKI Jakarta, and is included in the archipelago food category. Amidst the rapid growth of the culinary business in BSD City Tangerang, especially in the MSME sector, Soto Betawi Djimat is facing a decline in sales as a result of increased competition. Based on this phenomenon, it is important for Soto Betawi Djimat to implement an effective marketing strategy to maintain competitiveness and grow the business amidst intense competition.

This research aims to identify strengths, weaknesses, opportunities, and challenges, as well as formulate effective marketing strategies in increasing sales of Soto Betawi Djimat. In addition, this study also analyzes the effect of the 7P marketing mix on repurchase intention. The type of research used is a direct field study with qualitative and quantitative approaches. The qualitative approach was conducted to understand consumer experiences through in-depth interviews, which were analyzed using Nvivo14 software, while quantitative data was obtained from a survey of 100 respondents and processed using SPSS software.

The results show that Process, Promotion, Product, and Price variables significantly influence repurchase intention. The restaurant's main strengths lie in product quality and distinctive atmosphere, while weaknesses are in service during peak hours and diverse price perceptions. Opportunities for improvement include increased accessibility and digital promotions. Operational challenges relate to service efficiency during peak times. Strategy recommendations include improving service, optimizing digital promotions, and improving operations to increase loyalty and sales.

Keywords: *Marketing Strategy, Repurchase Intention, Marketing Mix, Nusantara Culinary.*